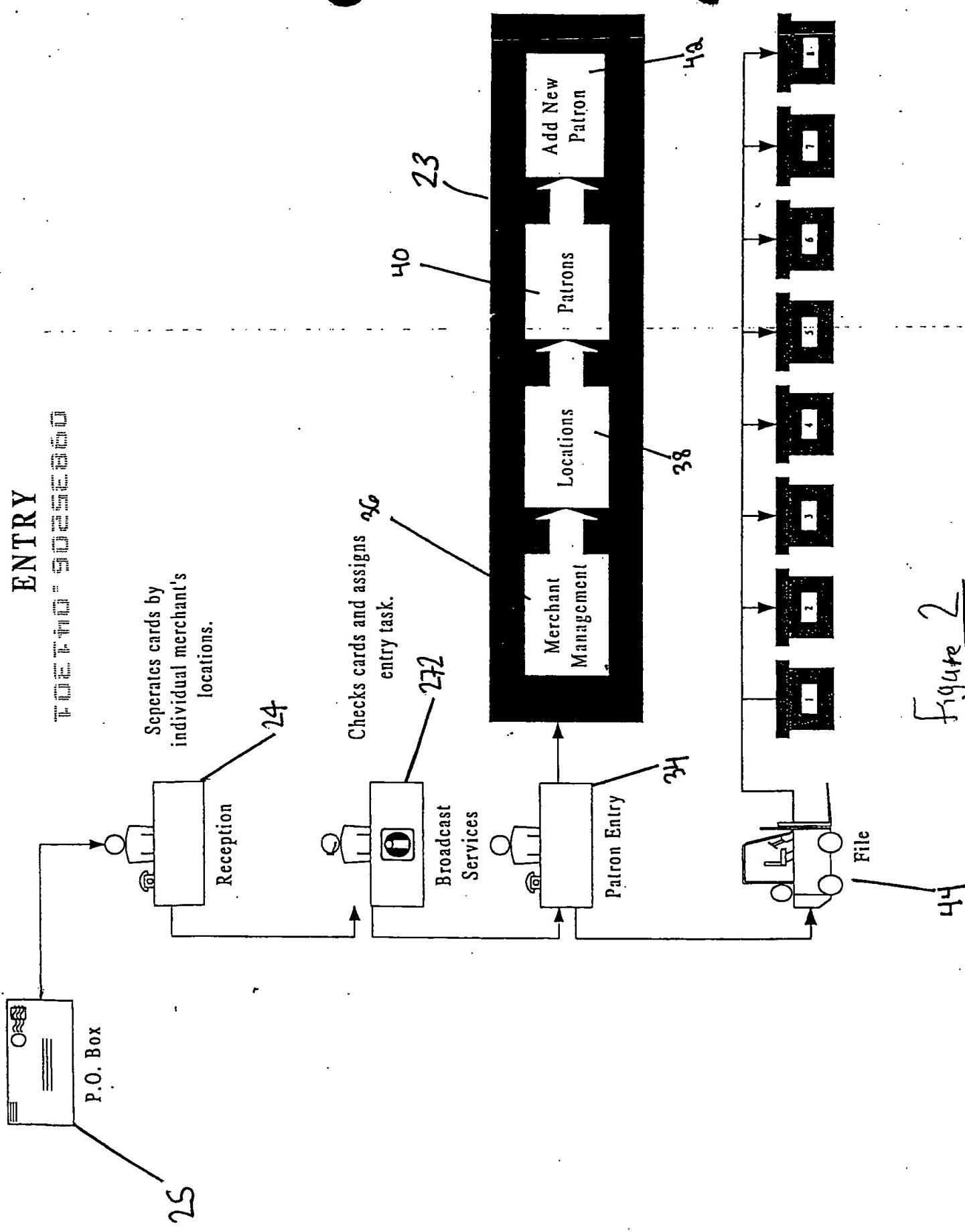


Figure 1

ENTRY



Member Confirmation Email

Mary Stewart

From: Bev's Hallmark [bevs_hallmark@shopsforme.com]
Sent: Tuesday, December 21, 1999 4:13 PM
To: Betty Schweitzer 48
Subject: Welcome to Bev's Club!

Dear Betty: 26

Personalized Address

Sent from the merchant.
Extend your brand by incorporating your domain name in the return address field

I am pleased to welcome you to Bev's Club. As a valued customer, I hope you will take advantage of the special offers, exclusively for Bev's Club members, which you will receive periodically by Email.

Your comments are very valuable to us. Please feel free to reply to my Email with suggestions on how I can improve the product and service offering of my store.

Your club membership entitles you to an introductory offer outlined below.

*****PRINT EMAIL AND BRING TO STORE*****

52

Bev's Club Introductory Offer

"Call to Action"
Special promotions to drive traffic and increase revenue

\$5 off your next purchase of \$20 or more at any Bev's Hallmark Store

Just print this Email and bring it to any Bev's Hallmark location.

Offer expires 30 days from the date of this Email

* Offer does not apply Hallmark Ornaments, Kiddie Cars or Ty Products

* and is not valid with other special offers. One coupon per family.

Certificate Number 1001-1.

*****PRINT EMAIL AND BRING TO STORE*****

If you received this message in error or wish to cancel your Bev's Clubmembership, please indicate so in a reply to this Email.

Thank you again for your continued patronage and have a happy holiday season.

Bev

Bev's Hallmark Locations:

Troy - 829 East Big Beaver @ Rochester Road:- 248.689.9041

Madison Heights - 1465 West 14 Mile Road @ Campbell Road :248.589.3888

Sterling Heights -3735 15 Mile Road @ Ryan Road: 810.264.7026

Office Use Only - TS

20

Merchant notes upon redemption in store

54

Automatic opt out of club.

Figure 3

Redemption Management

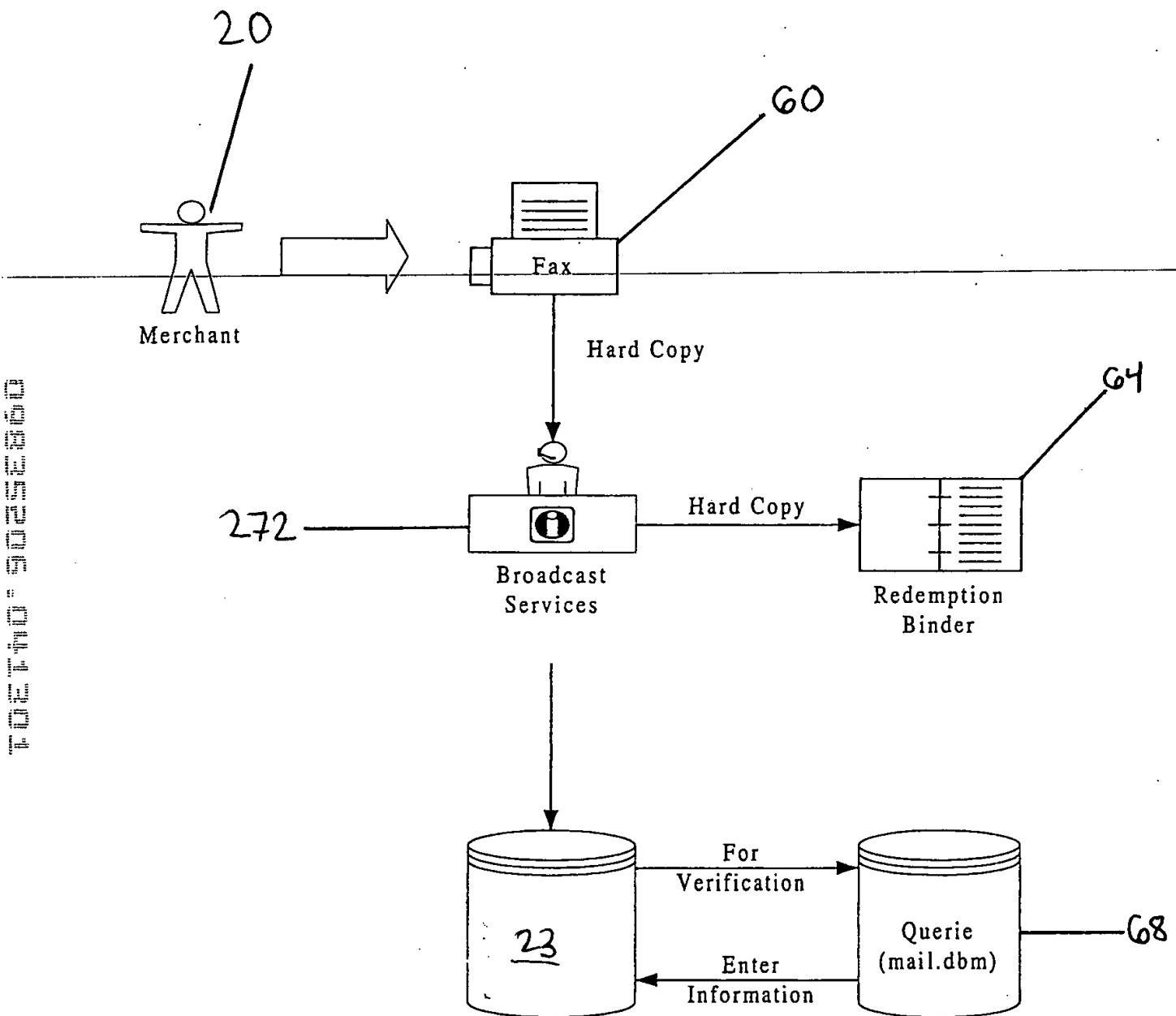
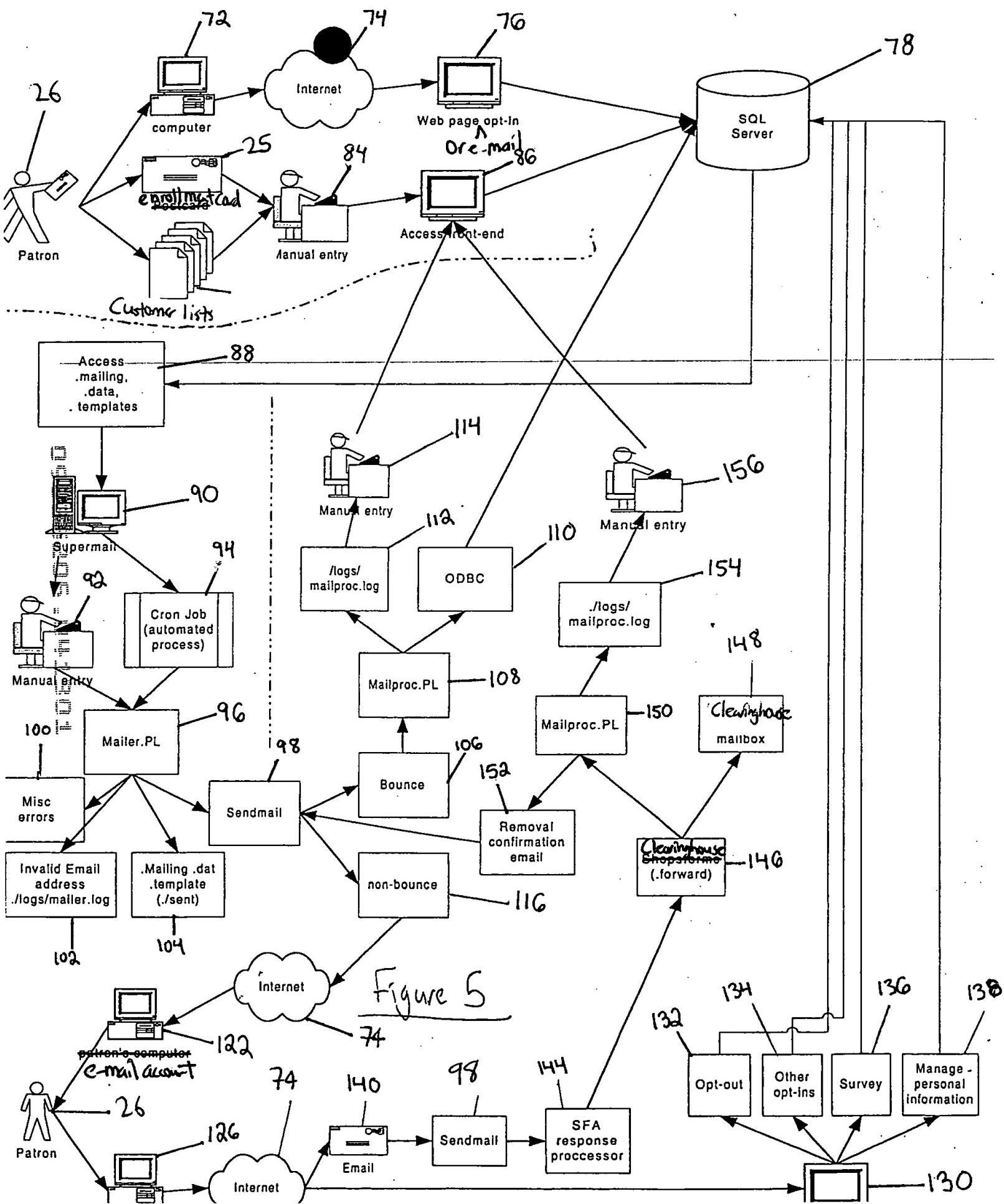


Figure 4



E-mail Routing Process

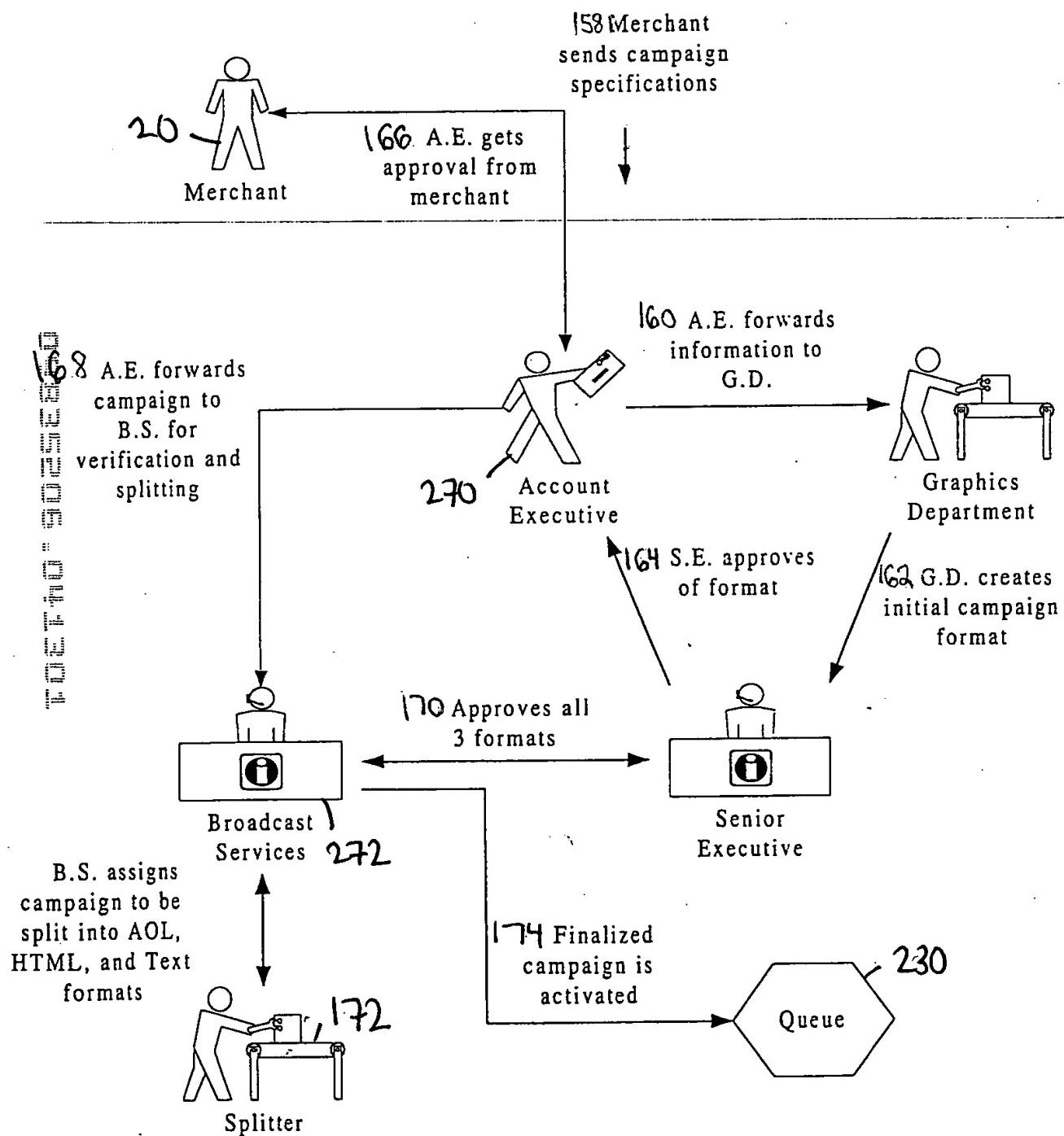
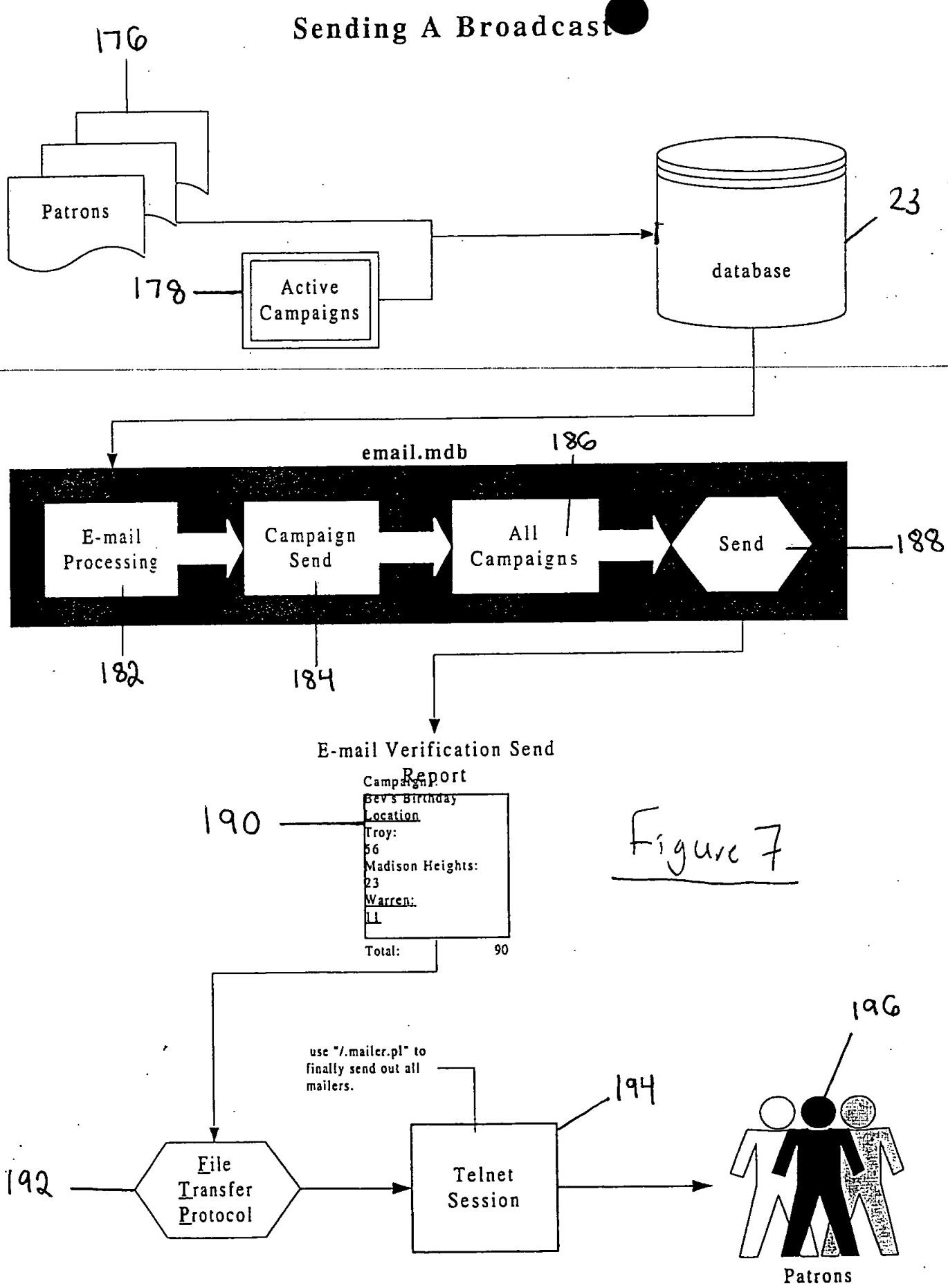


Figure 6

Sending A Broadcast

FIGURE 7: SENDING A BROADCAST



Bounce-Back Management

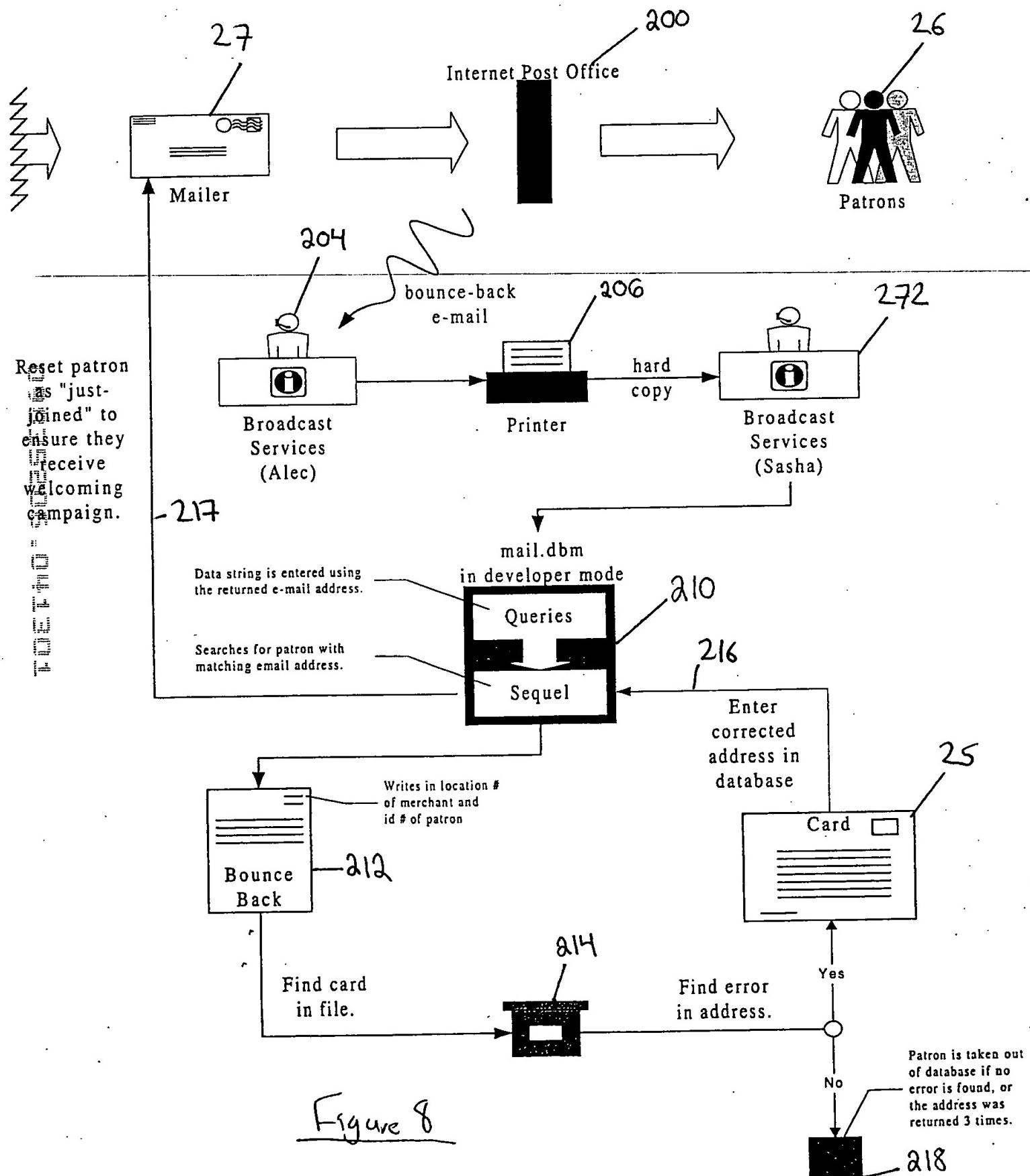


Figure 8

PROCESS OF SPLITTING CAMPAIGNS

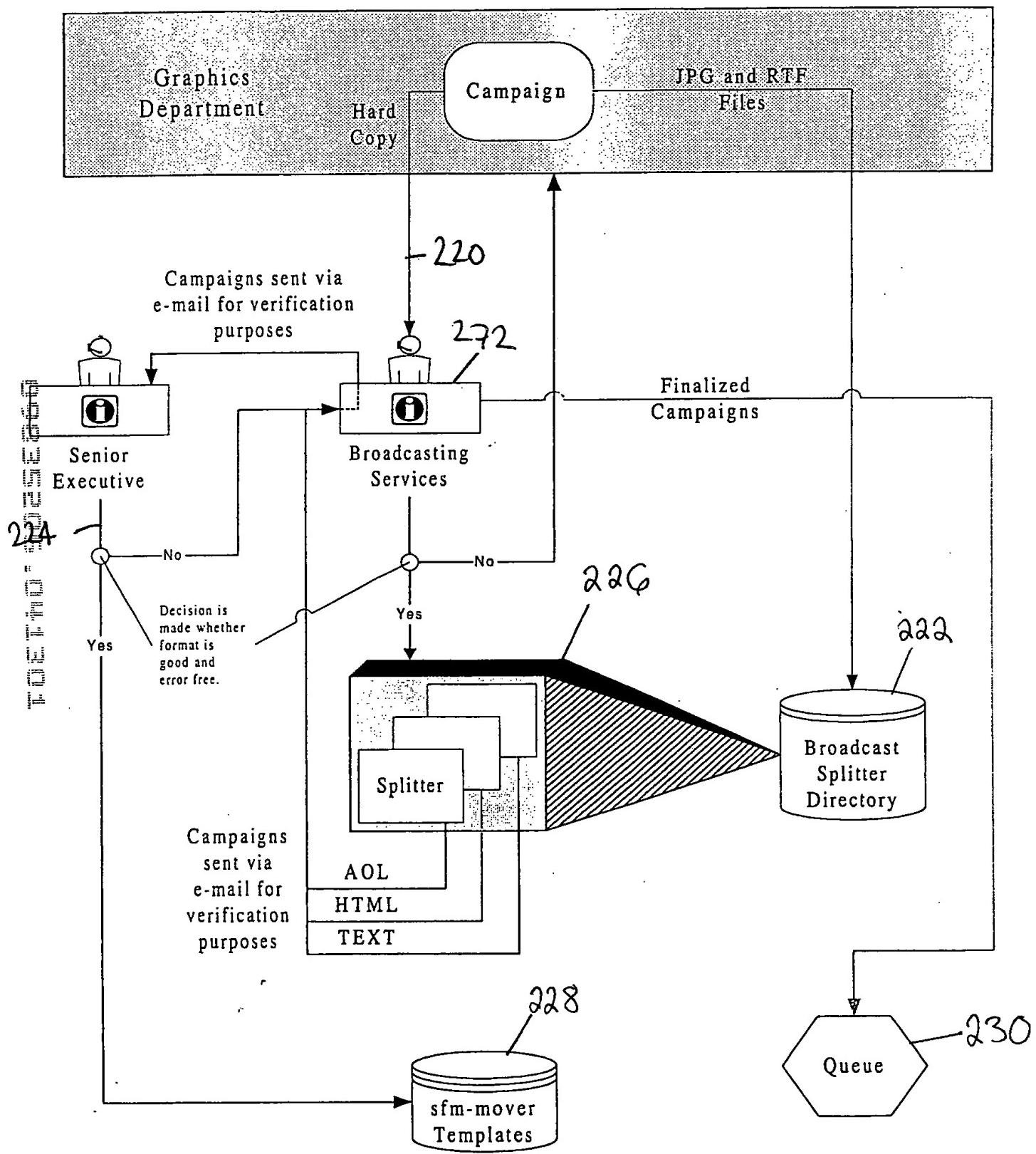


Figure 9

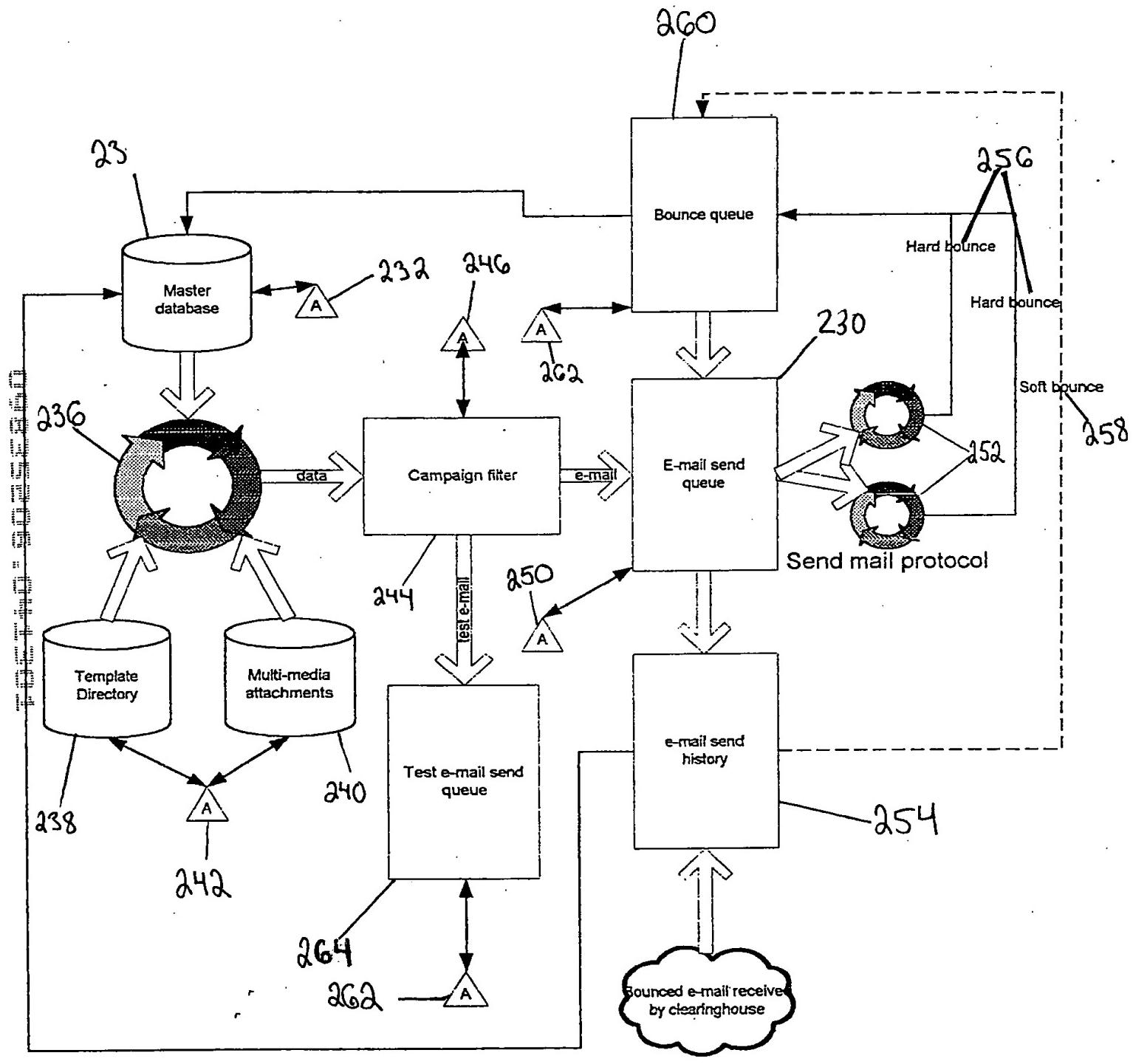
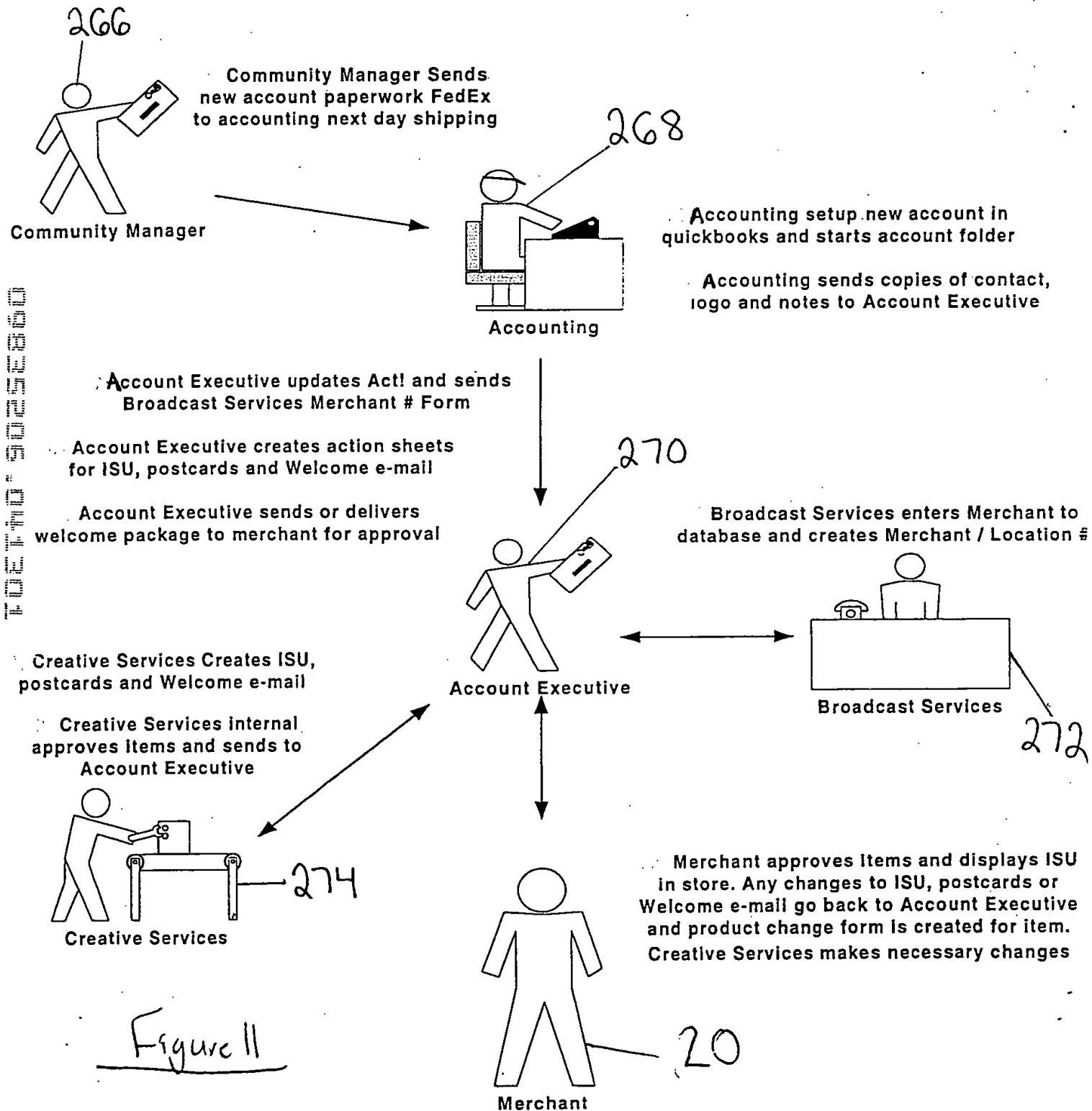


Figure 10

New Account Process



Upsell & Maintenance Process

S O C I A L M E M B E R S H I P
P R O F E S S I O N A L
P R O F E S S I O N A L

Day Campaign Upon 100 member or 2 months information about campaign broadcasting is sent to Merchant Starting the selling process. Account Executive then sets up meeting to start the 90 Day Campaign

Maintenance Account Executive keeps in contact with merchant either by phone or visit. Additionally reports are faxed out on Friday about account status

Birthday & Anniversary Upon 500 members or 4 month Added services brochure is sent in weekly package Account Executive then actively sells product

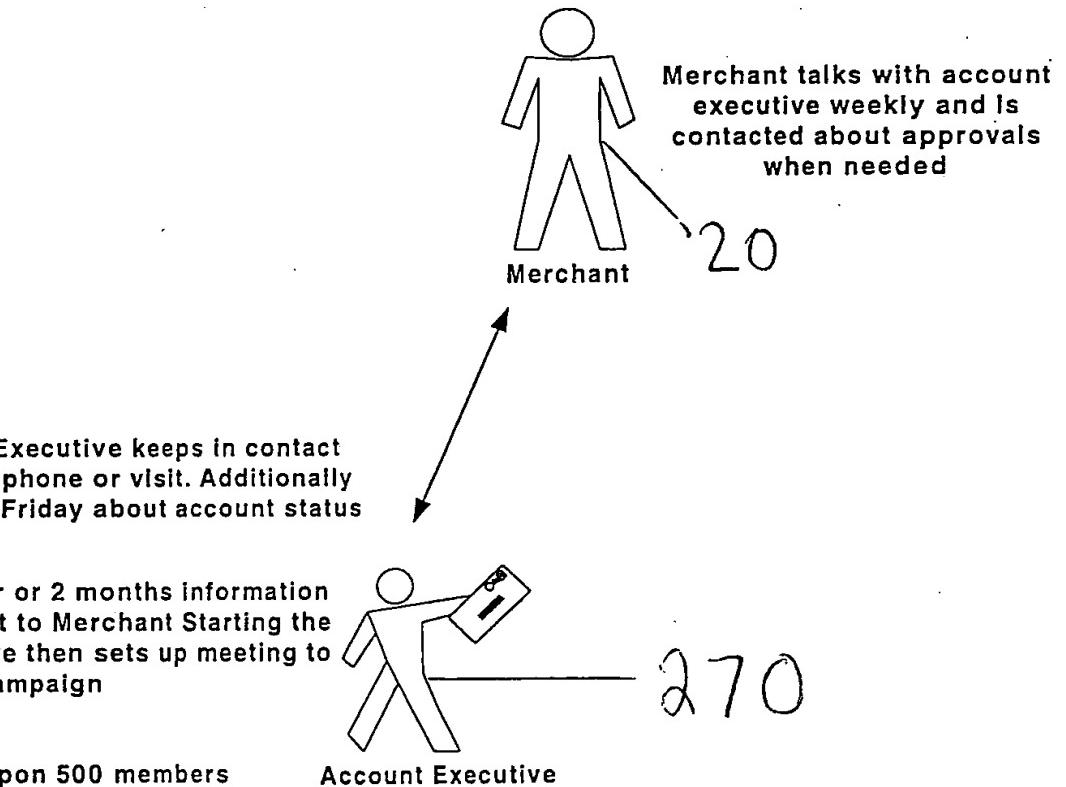


Figure 12

Campaign Process

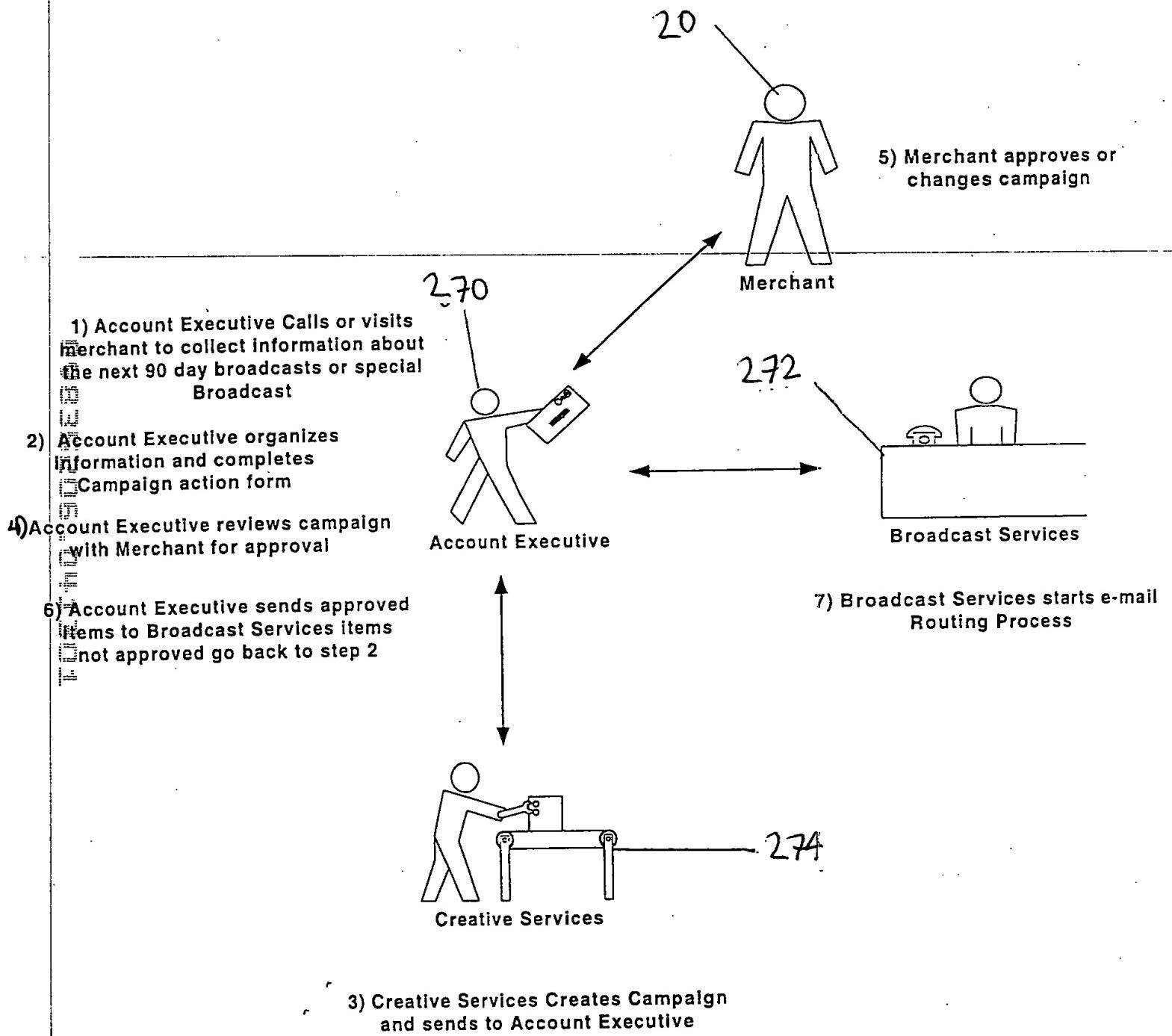


Figure 13

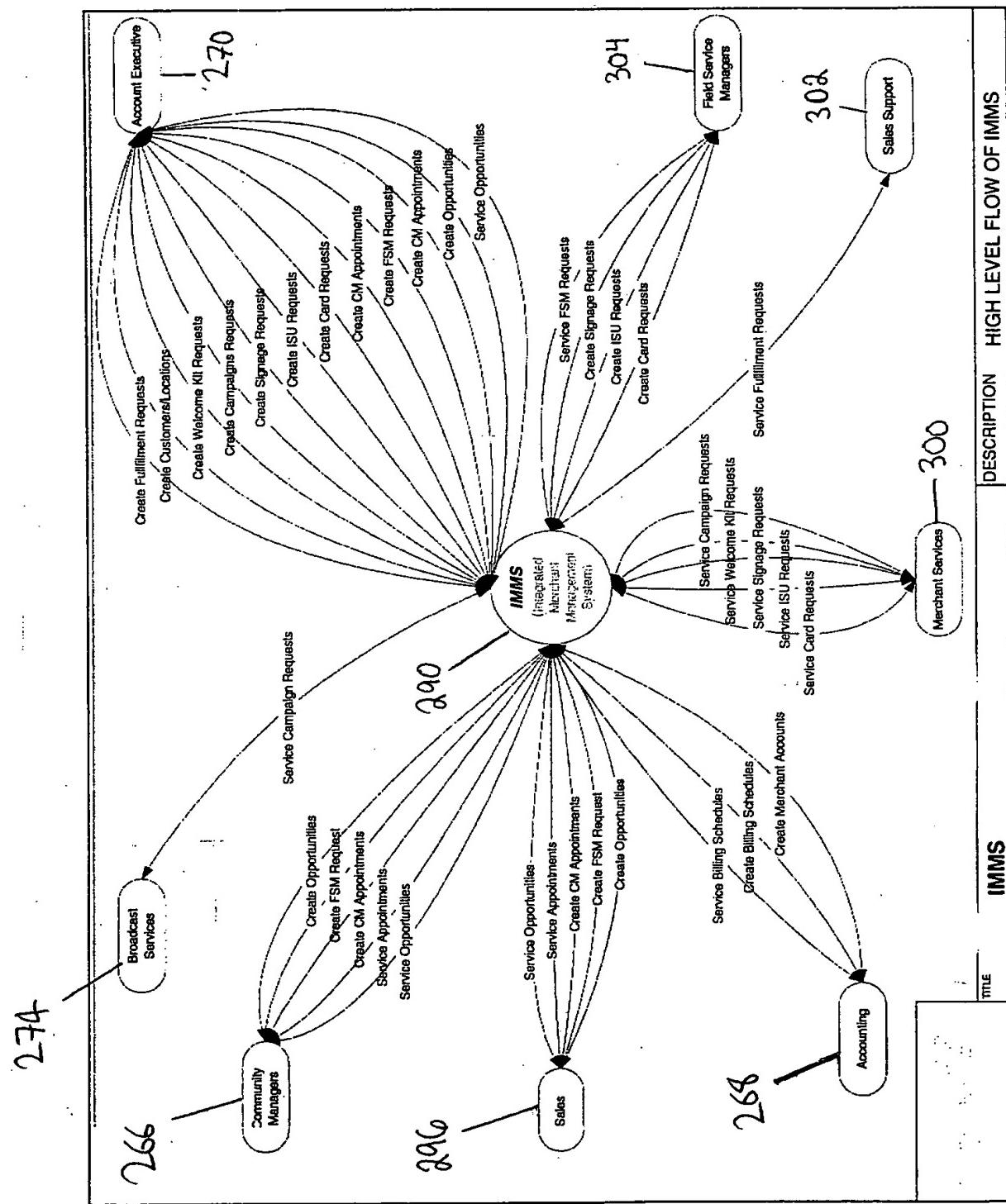


Figure 14